

**Key Strategic Topic #**

*Entrepreneurial Environment*

**Goal:** (There is only one goal for each Key Strategic Topic.)

**Facilitate the interaction of entrepreneurial people, ideas, and resources**

**GOAL-----** Breaks down the vision into parts that can be identified, measured and achieved. Ends, not the means.

**Key result area:**

**Key indicator:**

**Objective #** (insert Number\*)

**Create a Better Networking Environment for Local Business**

**OBJECTIVE-----** Provides clear evidence that goals have been achieved. SMART -specific, measurable, attainable, results-focused, time-oriented.

**Baseline:**

**Benchmark:**

(\*You may have several objectives. Use a separate sheet for each objective.)

Action Steps (List all action steps and fill in adjacent columns for each step.)	Person to Champion Follow-through	Others to Involve	Resources Needed	Start Date	End Date	Performance Measurement	Comments
#1. Develop I/E club in Evansville	Bridgit Larsen/chamber of commerce		Research other successful I/E clubs, develop a location/date, identify topics opp's for speakers, advertise, develop a mission/vision for group, appoint a chair & oversight committee	5/1/08	8/1/08	Have a group that meets on a regular basis by the end of the year.	Making sure the focus is on levels of business, not just inventors and start ups. The city should look into hiring a person to run this.
#2. Inc awareness and access to entrepreneurial resources and networking opportunities in Evansville & surrounding markets	The library	City webmaster, chamber webmaster, the Review, Evansville Economic Development Committee, City Hall	Research what is currently available in Evansville, develop a list of missing pertinent resources (computer/business programs, books, tutorials, etc), mechanism to communicate resource availability to community (advertise, web, etc), web tech to link small business resources across the state to our website	6/17/08	6/17/09	There has been at least 3 communications to the community about the availability of the resources by the end date. The communication can be in the newspaper, mailing, web page, email, etc.	There are two steps to this, collecting the information and then communicating it.
#3 Work with local schools business & internship programs	Business Program Head/Teacher from the high school, or other teacher business ed. Program		Info on existing school programs & teachers involved, research/precedents for economic/finance based school programs, outline for at least one joint/group project	8/1/08	11/1/08	There is at least one program that is a joint venture between the city and the school related to entrepreneurs	Start date is assuming this would start in the fall when school starts. It is assumed the end date is the end of the initiating the program.

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**Key result area:**

**Key indicator:**

**Objective #** (insert Number\*)

**Develop greater access to high speed internet**

**OBJECTIVE-----** Provides clear evidence that goals have been achieved. SMART -specific, measurable, attainable, results-focused, time-oriented.

**Baseline:**

**Benchmark:**

(\*You may have several objectives. Use a separate sheet for each objective.)

<b>Action Steps</b> (List all action steps and fill in adjacent columns for each step.)	<b>Person to Champion Follow-through</b>	<b>Others to Involve</b>	<b>Resources Needed</b>	<b>Start Date</b>	<b>End Date</b>	<b>Performance Measurement</b>	<b>Comments</b>
#1. Research potential new internet capabilities	Eric Larsen		List of the contact people of who owns and operates the current internet access coming into the City.	5/1/08	12/31/08	Written report provided to the Economic Development Committee by end of year.	The City should look into either getting fiber optic or wireless to all locations in the City. This could be done having the City provide this or potentially partnering with a business. Look at what other communities have done to provide internet access, such as Reedsburg and Madison
#2. Collect data on current internet capabilities	Eric Larsen	City Hall, Litewire, AT&T, Charter	Contacts of people who have information about infrastructure.	5/1/08	11/1/08	A list published on a city related website that has this information.	Create a list of current ISP providers in the city, with their capabilities.
#3. Conduct a survey in the city to see what the demand/satisfaction is for high speed internet access.	City Hall	Chamber of Commerce or consultant to create and execute survey	Potentially a web based survey such as survey monkey and zoomerange	6/17/08	10/17/08	Have at least one survey conducted by the end of the year.	This would be to both residents and businesses

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**Objective #** (insert Number\*)

**Create business resource center for the City (both web & brick & mortar)**

**Baseline:**  
**Benchmark:**

(\*You may have several objectives. Use a separate sheet for each objective.)

**GOAL-----** Breaks down the vision into parts that can be identified, measured and achieved. Ends, not the means.

**OBJECTIVE-----** Provides clear evidence that goals have been achieved. SMART -specific, measurable, attainable, results-focused, time-oriented.

Action Steps (List all action steps and fill in adjacent columns for each step.)	Person to Champion Follow-through	Others to Involve	Resources Needed	Start Date	End Date	Performance Measurement	Comments
#1. Identify candidates for steering committee to oversee establishment of center	Economic Development Committee	Chamber of Commerce	Volunteers, professional consultation, business planning program such as BusinessPro	6/17/08	8/17/08	Have committee formed and meeting on a regular basis by end of year.  Initial business plan	This is both a business plan for the center and resources to help businesses create business plans.
#2 Develop a business & marketing plan	City Hall	Steering committee for the center and other volunteers from the area	Space to have a have the resource center	7/17/08	1/17/09	Have space in library	The assumption is the end date is when the center first opens with some resources
#3 Develop a budget & funding sources							
#4 Secure support/volunteers	Eager Library Librarian	Chamber of Commerce and other volunteers from the area	Person to manage and update the website	1 year after the brick and mortar center is created	6 months after start	Website is created and ready for public consumption 6 months after start.	Having a person who is paid to keep this updated and connected with the brick and mortar business center is critical. Use a tool like WordPress to create a easy to maintain and interactive website.
#5. Work with library to develop location	City Hall						
#6. Develop website for business resource enter							
#7 Create a wiki for the city for business or local group to post info							
#8 Develop a uniform 'one stop' resource portfolio to include video, "How to Guide"							